

September 2011

Full page ads

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>



Part of the [Library and Information Science Commons](#)

Recommended Citation

(2011) "Full page ads," *Against the Grain*: Vol. 23: Iss. 4, Article 48.

DOI: <https://doi.org/10.7771/2380-176X.5973>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

71+ Million
Downloads
in 2010

5,000+
Subscribing
Institutions

#1
in 14 ISI
Categories

1,819,631
Citations
in 2010

Why I Subscribe to ACS Publications

"ACS Publications provide high quality research...the journals are widely read, respected & cited."

-William W. Armstrong
Chemistry Librarian, Middleton Library
Louisiana State University



ACS Publications
MOST TRUSTED. MOST CITED. MOST READ.

Most Trusted. Most Cited. Most Read.



YBP Library Services

Innovation Delivered

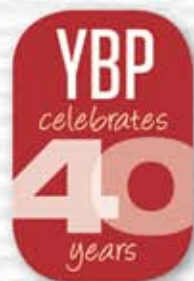
Since 1971, YBP has been the global leader in meeting — and exceeding — the acquisition, collection development and technical service needs of research and scholarly libraries and their consortia. Our dedicated employees are committed to providing your institution with the service needed to best serve your patrons.

Integrated Digital and Print Services:

- Demand-driven acquisition plans
- Digital and print firm orders
- Integrated digital and print English-language approval plans

More Services:

- Award plan programs
- Cataloging and physical processing
- Opening day and retrospective collection
- Out-of-print
- Title selection lists through *Academia* and *Doody's Core Titles*™



For more information, please call
800-258-3774 or email sales@ybp.com

www.ybp.com

 **BAKER & TAYLOR**
YBP Library Services

the future delivered.

Grow Your Collection on Us



with eBooks &
Audiobooks
on EBSCOhost®



Stretch your library budget even further by purchasing your eBooks through EBSCO Publishing and earn **5%** back toward future purchases.

Simply make any eBook purchases between September 1, 2011 and March 31, 2012 and earn 5% back toward any future EBSCO Publishing eBook purchases or database subscriptions (not valid on shared collection purchases or orders placed through agents or distributors).* EBSCO will inform you of the exact amount of your rebate for the six-month promotional period by April 30, 2012. All rebates must be redeemed by June 30, 2012.

For more information, please contact your EBSCO Publishing representative at **request@ebSCOhost.com** or **(800) 653-2726**.

*Customers may opt to receive the 5% rebate as a check made out to their institution in any of the following currencies: USD, GBP, EUR, ZAR, NZD, AUD, or CAD. If a rebate check is preferred, your request must be submitted to EBSCO by June 30, 2012.

Learn more at
www.ebscohost.com/ebooks

CHOOSE COUTTS

Backed by the strength of Ingram, with the largest print and electronic content inventory in the book industry, Coutts delivers innovative systems, expertise, and precise assistance in developing and maintaining your library's collection.

**Call 1 800 263 1686 or learn more
at ingramcontent.com/coutts**

INGRAM[®]





Educate. Enable. Achieve.

IEEE *Xplore*[®] Digital Library

Driving research at the world's leading universities and institutions

- Increase scholarly output and research development with access to over 2 million full-text IEEE articles
- IEEE publishes 16 of the top 20 journals in electrical engineering and is the most-cited publisher in new patents*
- Customize subscription options to your degree program

*Thomson Reuters Journal Citation Reports; 1790 Analytics, LLC

"IEEE is the umbrella that allows us all to stay current with technology trends."

Dr. Mathukumalli Vidyasagar
Head, Bioengineering Dept.
University of Texas, Dallas



Request a Free Trial

See how IEEE *Xplore* can power your research.

www.ieee.org/academic



Enhance Your Library's Holdings

on Information Technology, Business, Education, and Medicine with:



TOPIC COLLECTIONS

Each exciting new collection is **RELEASED MONTHLY** with as many as 20 titles on emerging topics in information technology, business, education, and medicine.

PRICED AT A FRACTION OF THEIR VALUE, these collections are available in PRINT, E-BOOK*, or PRINT/E-BOOK* combination packages to meet your library's individual needs.

*E-book access is available on a perpetual basis and includes all features of IGI Global's advanced platform. To learn more about IGI Global's platform, visit www.igi-global.com/eresources.



AVAILABLE  **TOPIC COLLECTIONS FROM IGI GLOBAL**



Contact IGI Global for a complete title list, pricing, and discount information.

Sign up for a free 2-week trial today!

eresources@igi-global.com • www.igi-global.com/collections



The MLA Supports Your Teaching and Scholarship

In 2012, the MLA Annual Convention will be held in Seattle from 5–8 January. We hope you will join us to attend sessions, browse in the exhibit hall, meet and dine with friends and colleagues, and explore Seattle.

Visit www.mla.org and you can

- research career and job market information
- scan reports and surveys issued by the MLA on job market issues, enrollments, evaluating scholarship, and the state of scholarly publishing
- learn about the MLA's public outreach activities, including the popular MLA Language Map
- download the Academic Workforce Advocacy Kit, a tool for helping improve conditions for students and teachers
- read FAQs about MLA style



These are some of the activities you support when you become an MLA member. Graduate students may join for \$20 per year for a maximum of seven years.

MLA Member Benefits

The MLA offers members a wide array of benefits, including

- subscriptions to *PMLA*, the *MLA Newsletter*, and *Profession*
- online access to the *Job Information List* for ADE and ADFL member departments
- priority convention registration
- access to searchable lists of members and departmental administrators

Visit www.mla.org/membership for a full list of MLA member benefits.

Three easy ways to join

- Visit www.mla.org.
- E-mail membership@mla.org to request a membership packet.
- Call 646 576-5151.



646 576-5161 ■ Fax 646 576-5160 ■ www.mla.org



The MLA Annual Convention

5–8 January 2012
in Seattle

*featuring a special focus
on Language, Literature,
and Learning*

.....

The largest gathering of teachers and scholars in the humanities now meets in January. Other changes include

- new features, including more roundtables and workshops
- more collaboration and discussion
- more free time in the evenings
- special presentations featuring renowned thinkers, artists, and critics in conversation
- local excursions for registrants
- regular Twitter updates during the convention

2012 members receive reduced rates and special discounts for the 2012 convention in Seattle. Visit www.mla.org/convention for more information.



Follow the MLA Annual Convention on Twitter
www.twitter.com/mlaconvention



Order at www.oecd.org/bookshop or call 1-800-456-OECD

PISA: Against the Odds: Disadvantaged Students Who Succeed in School

9789264089952 | July 2011 | 198 pp



PISA, the OECD's Program for International Student Assessment, focuses on young people's ability to use their knowledge and skills to meet real-life challenges. Many socio-economically disadvantaged students excel in PISA. Students who succeed at school despite a disadvantaged background – resilient students – are the focus of Against the Odds. The report shows that overcoming barriers to achievement is possible, and provides students, parents, policy makers and other education stakeholder's insights into what enables socio-economically disadvantaged students to fulfil their potential. Resilient students are characterized by positive approaches to learning, for example, having more interest in science or having more self-confidence. The evidence in PISA shows that positive approaches to learning tend to boost the performance of advantaged students more than that of disadvantaged ones. From an equity perspective, therefore, policies aimed at fostering positive approaches to learning ought to target disadvantaged students more than others.

The Space Economy at a Glance 2011

9789264084643 | July 2011 | 123 pp



Weather forecasting, air traffic control, global communications and broadcasting, disaster management – these and many other key activities would be almost unthinkable today without satellite technology. This book assembles information on the space economy from a wide range of official and non-official sources. Together these paint a richly detailed picture of the space industry, its downstream services activities, and its wider economic and social impacts. Who are the main space-faring nations? How large are revenues and how much employment is there in the sector? How much R&D goes on, and where? What is the value of spin-offs from space spending? Answers to these and other questions are provided in this second OECD statistical overview of the emerging space economy. A dynamic link (StatLink) is provided for graphs, which directs the user to a web page where the corresponding data are available in Excel® format.

Now available to subscribers at: www.oecd-ilibrary.org

Free
trials
available!



Subscribe
now for
2011!

Cold Spring Harbor Perspectives in Biology

A new type of online review journal

- Spanning the complete spectrum of the molecular life sciences
- Article collections that build month by month
- Written and commissioned by experts in each field

The Authoritative View

Expert reviews in the molecular life sciences.

A scenic photograph of Cold Spring Harbor, New York, showing a row of houses and buildings nestled on a hillside overlooking a body of water. The trees are in autumn colors, and the sky is blue with some clouds.

www.cshperspectives.org

SWETS

Swets Simplifies



Gain the **freedom** to focus on the mission and values of your organization

A-Z List • Backsets • Document Delivery • eBooks • ERM • License Management
Link Resolver • Metadata • Search • Subscriptions • Usage Statistics • And More!

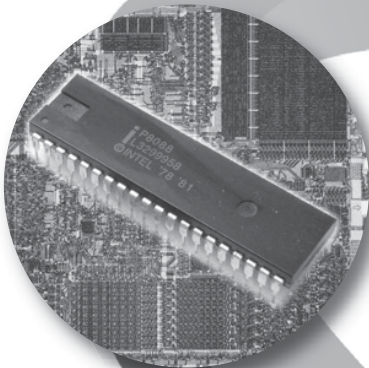
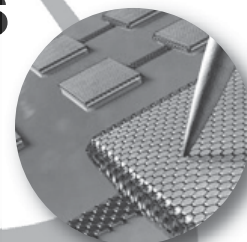
[Facebook.com/SwetsAmericas](https://www.facebook.com/SwetsAmericas)

www.Swets.com

[Twitter.com/Swets_Americas](https://www.twitter.com/Swets_Americas)

AIP Digital Archives

Own the Past—Create the Future



AIP has created three information-packed online archives, each of which for a one-time payment gives you permanent access to a broad range of AIP content dating back to our first journal issues in 1930. Together, these backfiles will provide your patrons with more than 300,000 papers from AIP journals and conference proceedings, and more than 55 years of fascinating features from AIP's flagship magazine, **Physics Today**.

AIP Digital Archive Supplement

To complement the AIP Digital Archive, we've now created the **AIP Digital Archive Supplement**.

When added to the AIP Digital Archive, the Supplement will complete your collection of AIP backfile content. The Supplement offers permanent access to more than 50,000 additional articles from:

- AIP Conference Proceedings (1970 – 2004)
- Journal of Physical and Chemical Reference Data (1972 – 1998)
- Low Temperature Physics (1997 – 1998)

Physics Today Digital Archive

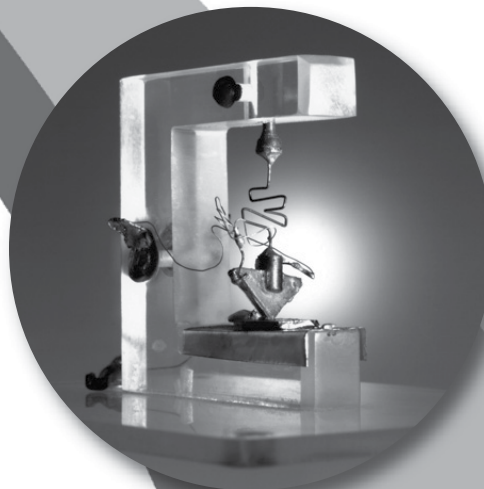
Physics Today has covered world-changing events from the discovery of the transistor to the prospects for renewable energy in 21st century. Now AIP has created the **Physics Today Digital Archive**, containing seminal articles and probing features going back to the first issue in 1948. The new archive gives you access to all content older than five years, and each year we will add another year of content—at no charge to current *Physics Today* subscribers.

For more information and pricing, contact mdrago@aip.org, or call +1 516-576-2483.

AIP Digital Archive

The **AIP Digital Archive** provides permanent access to the complete backfiles—more than 250,000 articles—of AIP's eight wholly owned journals for the years 1930 to 1998. The archive contains groundbreaking research going back to Vol. 1, No. 1 for:

- Applied Physics Letters (1962 – 1998)
- Chaos (1991-1998)
- Journal of Applied Physics (1931 – 1998)
- The Journal of Chemical Physics (1933 – 1998)
- Journal of Mathematical Physics (1960 – 1998)
- Physics of Fluids (1958 – 1998)
- Physics of Plasmas (1958 – 1998)
- Review of Scientific Instruments (1930 – 1998)



AIP | Publishing

www.aip.org

Exciting changes are here!

SLACKJournals.com



SLACKJournals.com will provide subscribers with a more comprehensive and efficient user experience. With our new website design comes all of the same great content and material, plus exciting new features such as the top searched journal articles, greater search capabilities, and online bonus material.

At SLACKJournals.com visitors will be able to:

- Experience greater search-ability across all eleven Journals
- Review the most popular articles for each Journal
- Read a sample issue of each Journal
- Register for e-alerts of the articles in upcoming issues
- Recommend articles of interest to librarians, colleagues, and friends

Additionally, SLACKJournals.com subscribers will be able to exclusively:

- Access full text articles
- Access online advanced release articles before they appear in print
- Access online only and bonus material for selected Journals
- Access archived articles for select previous years

SLACK Incorporated
Health Care Books and Journals
6900 Grove Road
Thorofare, NJ 08086

Call: 800-257-8290 or 856-848-1000
Fax: 856-848-6091
Email: CustomerService@slackinc.com
Visit: www.SLACKJournals.com



Until We Meet In Charleston...

We're Momentum Press and We're Announcing Our First Digital Library of 31 Engineering Ebooks in Science, Engineering, and Applied Technology.

Our books take the interdisciplinary approach — books that travel well between many subject areas such as electronics, materials, civil, and mechanical engineering.

Our Digital Library Provides Students and Librarians With...

- *Unlimited simultaneous use*
- *Downloadable PDFs from the ebrary platform*
- *Unrestricted access (no DRM, plug-ins or passwords)*
- *MARC records available*
- *DOIs or all highly-referenced new titles*
- *Archived on CLOCKSS*
- *Available via SERU -- no licenses to negotiate*

The 2011 Digital Library with 31 books is priced at just \$4,600.

Come See Us in Charleston in November 2011!

For more information and a free trial,
email [**mptrials@globalepress.com**](mailto:mptrials@globalepress.com)

Be sure to visit our digital library page on www.momentumpress.net/library

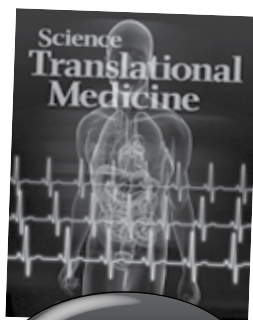


Two Distinguished Journals from AAAS

Science Translational Medicine

The peer-reviewed research journal's mission is to "integrate medicine and science."

A current series of Commentaries on innovations in biomedical research explores ways to resuscitate new ideas and redefine the roles of public and private institutions.



Just announced
2010 Impact Factor
3.51!

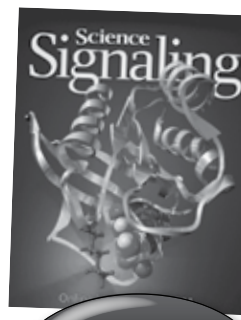


ScienceTranslationalMedicine.org

Science Signaling

The journal ranked in the top 25% of high impact journals in the field of Cell Biology.

As one of the leaders in cellular signaling, *Science Signaling* publishes molecular biological research that is extremely relevant to the field of biomedical research.



Just announced
2010 Impact Factor
6.12!



ScienceSignaling.org

Request a 90-day trial or a price quote!

Visit ScienceOnline.org/request or e-mail scienceonline@aaas.org

Science Mobile App

Now available for your iPhone, iPod touch, and Android phones.

Read abstracts from *Science*, *Science Translational Medicine*, and *Science Signaling*, and more.



To download the free app, scan one of the barcodes with your mobile device.



ScienceOnline.org



Enhance Your Library Collection at the Pace of Technology...



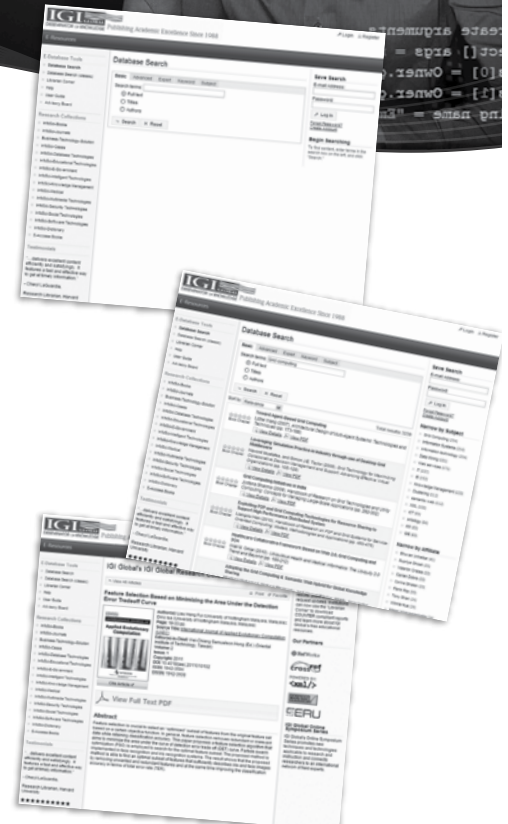
InfoSci®-Journals

www.igi-global.com/isj



InfoSci®-Journals is a **FULL-TEXT** collection of 130+ peer-reviewed journals that focus on specialized topics in over 200 disciplines relating to information technology, business, education, medicine, and engineering.

Offering institutions unlimited simultaneous access and **LIBERAL DRM**, InfoSci®-Journals is the ultimate research database priced at the cost of just a few single-title subscriptions.



"It presents a manageable number of highly relevant sources on topics of interest to a wide range of researchers. The sources are scholarly, but also accessible to practitioners."

- Lisa Stimatz,

MLS, University of North Carolina at Chapel Hill, USA

Interested in IGI Global's Premier Research Databases?
Visit www.igi-global.com/eresources



InfoSci®-Books
A collection of 1,400+ scholarly titles



InfoSci®-Cases
A collection of 650+ teaching cases



InfoSci®-Dictionary
30,000+ easy-to-reference definitions



InfoSci®-Subject Databases
10 unique groups of reference books



Business-Technology-Solution
Access to 100+ journals, 1,200+ books, & 600+ cases



Topic Collections
On research in the use & impact of IT



InfoSci®-onDemand (Pay-Per-View)
Thousands of searchable documents

Contact IGI Global for a complete title list, pricing, and discount information.

Sign up for a free 30-day trial today!

eresources@igi-global.com • www.igi-global.com/eresources



www.igi-global.com

—
“Rochester Institute
of Technology
finds great value in the
SPIE Digital Library’s
multidisciplinary nature.”

Linette Koren, Librarian, RIT

**SPIE
Digital
Library**

SPIDigitalLibrary.org

*The world’s largest collection of
optics & photonics applied research*

For more information contact sales or visit SDLinof.org



Astronomy



Biomedical
Optics



Communications



Defense
& Security



Energy



Imaging

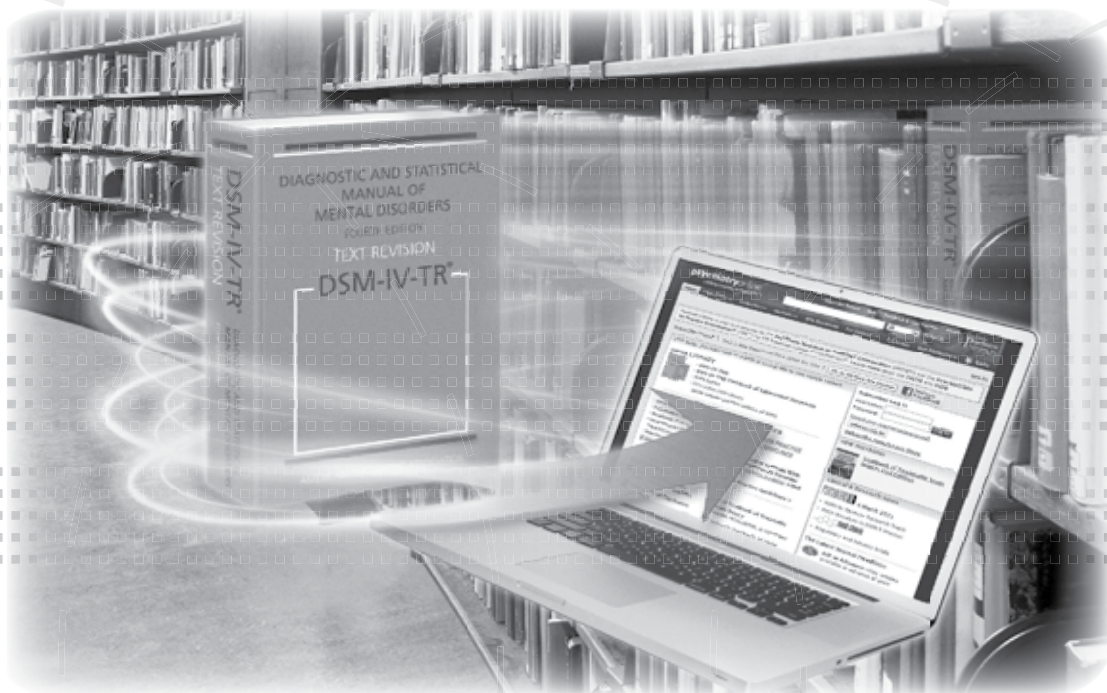


Nanophotonics



Sensors

Get that DSM-IV-TR[®] book off your reference shelf



And make it more accessible to your patrons through
PsychiatryOnline.com!

TWO institutional subscription options
to access **DSM-IV-TR** online

Request a free 30-day institutional trial at
www.PsychiatryOnline.com/freetrials.

Or email institutions@psych.org for a subscription rate quote.

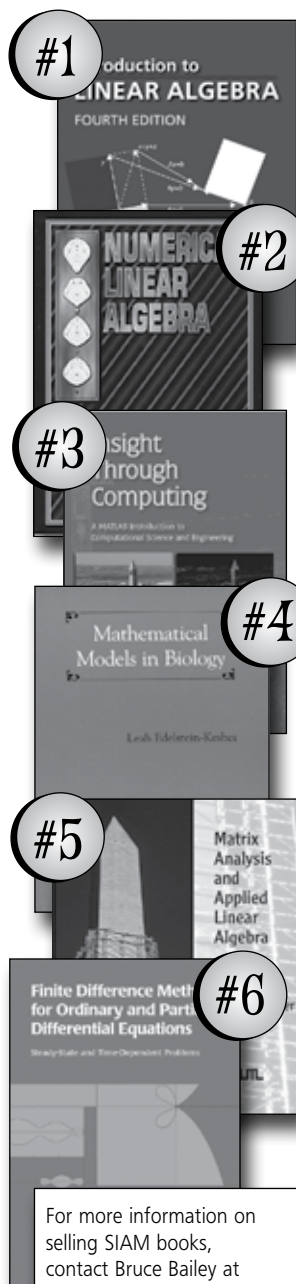


Contact us for more information or to purchase a subscription:
Call 703-907-8538 or Email institutions@psych.org

siam® *Bestsellers* ORDER DIRECT at www.siam.org/catalog

*Top Selling Titles from the Society for Industrial and Applied Mathematics**

1. **Introduction to Linear Algebra, Fourth Edition**
Gilbert Strang
2009 • x + 574 pages • Hardcover • 978-0-980232-71-4
List Price \$87.50 • SIAM Member Price \$61.25 • WC09
2. **Numerical Linear Algebra**
Lloyd N. Trefethen and David Bau III
1997 • xii + 361 pages • Softcover • 978-0-898713-61-9
List Price \$63.00 • SIAM Member Price \$44.10 • OT50
3. **Insight Through Computing: A MATLAB Introduction to Computational Science and Engineering**
Charles F. Van Loan and K.-Y. Daisy Fan
2009 • xviii + 434 pages • Softcover • 978-0-898716-91-7
List Price \$59.00 • SIAM Member Price \$41.30 • OT117
4. **Mathematical Models in Biology**
Leah Edelstein-Keshet
2005 • xliii + 586 pages • Softcover • 978-0-89871-554-5
List Price \$60.50 • SIAM Member Price \$42.35 • CL46
5. **Matrix Analysis and Applied Linear Algebra**
Carl D. Meyer
2000 • xii + 718 pages • Hardcover • 978-0-898714-54-8
List Price \$100.00 • SIAM Member Price \$70.00 • OT71
6. **Finite Difference Methods for Ordinary and Partial Differential Equations: Steady-State and Time-Dependent Problems**
Randall J. LeVeque
2007 • xvi + 341 pages • Softcover • 978-0-898716-29-0
List Price \$65.00 • SIAM Member Price \$45.50 • OT98
7. **Numerical Computing with MATLAB, Revised Reprint**
Cleve B. Moler
2004 • xii + 336 pages • Softcover • 978-0-898716-60-3
List Price \$51.50 • SIAM Member Price \$36.05 • OT87
8. **Numerical Linear Algebra and Applications, Second Edition**
Biswa Nath Datta
2010 • xxiv + 530 pages • Hardcover • 978-0-898716-85-6
List Price \$79.00 • SIAM Member Price \$55.30 • OT116
9. **MATLAB Guide, Second Edition**
Desmond J. Higham and Nicholas J. Higham
2005 • xxiv + 382 pages • Hardcover • 978-0-898715-78-1
List Price \$52.00 • SIAM Member Price \$36.40 • OT92
10. **Handbook of Writing for the Mathematical Sciences, Second Edition**
Nicholas J. Higham
1998 • xvi + 302 pages • Softcover • 978-0-898714-20-3
List Price \$58.00 • SIAM Member Price \$40.60 • OT63
11. **Learning MATLAB**
Tobin A. Driscoll
2009 • xiv + 97 pages • Softcover • 978-0-898716-83-2
List Price \$28.00 • SIAM Member Price \$19.60 • OT115
12. **Linear and Nonlinear Optimization, Second Edition**
Igor Griva, Stephen G. Nash, and Ariela Sofer
2008 • xxii + 742 pages • Hardcover • 978-0-898716-61-0
List Price \$98.00 • SIAM Member Price \$68.60 • OT108



For more information on selling SIAM books, contact Bruce Bailey at bailey@siam.org.
To purchase SIAM books, contact SIAM Customer Service at SIAM, 3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 phone +1-215-382-9800 fax +1-215-386-7999 e-mail siambooks@siam.org. Customers outside North America can order through Cambridge University Press at www.cambridge.org/siam. For general information, go to www.siam.org.

13. **Applied Numerical Linear Algebra**
James W. Demmel
1997 • xii + 419 pages • Softcover • 978-0-898713-89-3
List Price \$77.50 • SIAM Member Price \$54.25 • OT56
- T14. **Computational Science and Engineering**
Gilbert Strang
2007 • xii + 713 pages • Hardcover • 978-0-961408-81-7
List Price \$90.00 • SIAM Member Price \$63.00 • WC07
- T14. **Linear Programming with MATLAB**
Michael C. Ferris, Olvi L. Mangasarian, and Stephen J. Wright
2007 • xii + 266 pages • Softcover • 978-0-898716-43-6
List Price \$47.00 • SIAM Member Price \$32.90 • MP07
16. **Learning LATEX**
David F. Griffiths and Desmond J Higham
1997 • x + 84 pages • Softcover • 978-0-898713-83-1
List Price \$33.00 • SIAM Member Price \$23.10 • OT55
17. **Discrete Inverse Problems: Insight and Algorithms**
Per Christian Hansen
2010 • xii + 213 pages • Softcover • 978-0-898716-96-2
List Price \$65.00 • SIAM Member Price \$45.50 • FA07
18. **Partial Differential Equations: Analytical and Numerical Methods, Second Edition**
Mark S. Gockenbach
2011 • xx + 654 pages • Hardcover • 978-0-898719-35-2
List Price \$85.00 • SIAM Member Price \$59.50 • OT122
19. **Computer Methods for Ordinary Differential Equations and Differential-Algebraic Equations**
Uri M. Ascher and Linda R. Petzold
1998 • xvii + 314 pages • Softcover • 978-0-898714-12-8
List Price \$62.50 • SIAM Member Price \$43.75 • OT61
20. **Mathematics of Social Choice: Voting, Compensation, and Division**
Christoph Börgers
2010 • xii + 245 pages • Softcover • 978-0-898716-95-5
List Price \$35.00 • SIAM Member Price \$24.50 • OT119
21. **A Multigrid Tutorial, Second Edition**
William L. Briggs, Van Emden Henson, and Steve McCormick
2000 • xii + 193 pages • Softcover • 978-0-898714-62-3
List Price \$56.50 • SIAM Member Price \$39.55 • OT72
22. **Nonlinear Programming: Concepts, Algorithms, and Applications to Chemical Processes**
Lorenz T. Biegler
2010 • xvi + 399 pages • Hardcover • 978-0-898717-02-0
List Price \$85.00 • SIAM Member Price \$59.50 • MO10
23. **Primer on Optimal Control Theory**
Jason L. Speyer and David H. Jacobson
2010 • xiv + 307 pages • Hardcover • 978-0-898716-94-8
List Price \$89.00 • SIAM Member Price \$62.30 • DC20
24. **Differential Dynamical Systems**
James D. Meiss
2007 • xxii + 412 pages • Softcover • 978-0-898716-35-1
List Price \$81.50 • SIAM Member Price \$57.05 • MM14
25. **Direct Methods for Sparse Linear Systems**
Timothy A. Davis
2006 • xii + 217 pages • Softcover • 978-0-898716-13-9
List Price \$70.00 • SIAM Member Price \$49.00 • FA02

*SIAM's bestselling titles for the 12 months ended June 30, 2011. Sales are from all sources: online and direct sales from SIAM; sales by other online retailers; sales at conferences and meetings; and sales via SIAM's distribution partners.

HANDBOOK OF PORPHYRIN SCIENCE

With Applications to Chemistry, Physics, Materials Science, Engineering, Biology and Medicine



edited by

Karl M Kadish (University of Houston, USA)

Kevin M Smith (Louisiana State University, USA)

Roger Guilard (Université de Bourgogne, France)

“ Vivid testimony to the continuing broad interest and deep impact of the chemistry of these Pigments of Life.”

Jean-Marie Lehn Nobel Laureate, Chemistry, College de France, France

“ Everyone interested in the biological and chemical properties of porphyrins and related macrocycles will want to own the Handbook. The editors have done a terrific job in linking together the volumes in this very valuable resource for investigators in the chemical and biological sciences.”

Harry B Gray Wolf Laureate, Chemistry, California Institute of Technology, USA

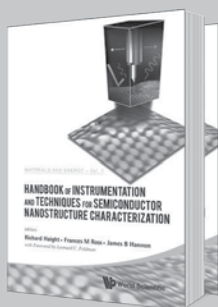
This Handbook will prove to be a modern authoritative treatise on the subject as it is a collection of up-to-date works by world-renowned experts in the field. Complete with hundreds of figures, tables and structural formulas, and thousands of literature citations, all researchers and graduate students in this field will find the *Handbook of Porphyrin Science* an essential, major reference source for many years to come.

Vol. 1-5 • March 2010 • 2440pp
Print only: 978-981-4280-16-7 • US\$1850 • £1221
Electronic only: 978-981-4280-22-8 • US\$2405
Print and Electronic: US\$2960

Vol. 6-10 • June 2010 • 2808pp
Print only: 978-981-4307-18-5 • US\$1850 • £1221
Electronic only: 978-981-4307-24-6 • US\$2405
Print and Electronic: US\$2960

Vol. 11-15 • February 2011 • 2588pp
Print only: 978-981-4322-32-4 • US\$1850 • £1147
Electronic only: 978-981-4322-38-6 • US\$2405
Print and Electronic: US\$2960

- Vol. 1 Supramolecular Chemistry
- Vol. 2 Synthesis and Coordination Chemistry
- Vol. 3 Synthetic Methodology
- Vol. 4 Phototherapy, Radioimmunotherapy and Imaging
- Vol. 5 Heme Proteins
- Vol. 6 NMR and EPR Techniques
- Vol. 7 Physicochemical Characterization
- Vol. 8 Open-Chain Oligopyrrole Systems
- Vol. 9 Electronic Absorption Spectra – Phthalocyanine
- Vol.10 Catalysis and Bio-Inspired Systems – Part 1
- Vol. 11 Catalysis and Bio-Inspired Systems – Part 2
- Vol. 12 Applications
- Vol. 13 Synthesis and Structural Studies
- Vol. 14 Biochemistry of Tetrapyrroles – Part 1
- Vol. 15 Theoretical, Electron Transfer and Physical Studies



HANDBOOK OF INSTRUMENTATION AND TECHNIQUES FOR SEMICONDUCTOR NANOSTRUCTURE CHARACTERIZATION

(In 2 Volumes)
edited by **Richard Haight, Frances M Ross & James B Hannon**

(IBM TJ Watson Research Center, USA),
With Foreword by **Leonard C Feldman**
(Director Institute for Advanced Materials, Devices and Nanotechnology, Rutgers University, USA)

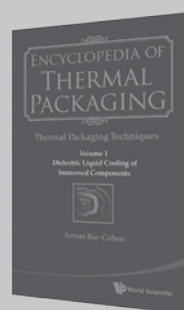
Highlights

- **First comprehensive handbook** on instrumentation and techniques for semiconductor nanostructure characterization
- **More than 900 references** providing up-to-date information
- With **over 260 illustrations**
- Authors are prominent researchers in the field of nanoscience
- Captures the most up-to-date and recent advances in the fields of nanoscience and nanotechnology
- Thorough coverage of key techniques and instrumentation with numerous visually striking pictures
- Provides the opportunity for WSP to host videos and supplemental multimedia resources on its website which will set this handbook apart from older works

1050pp September 2011

978-981-4322-80-5 US\$480 / £298 US\$420 / £260 Introductory Offer till Jan 2012

978-981-4322-84-3 US\$624



ENCYCLOPEDIA OF THERMAL PACKAGING

Set 1: Thermal Packaging Techniques
edited by **Avram Bar-Cohen**
(University of Maryland, USA)

Key Features:

- Comprehensive, vertically and horizontally integrated treatment of thermal management of electronics
- Each volume will be authored/co-authored by luminaries and recognized world experts in thermal management of electronics, and in specific domains of the industrial and research community

1400pp November 2011

978-981-4313-78-0 US\$1580 / £1027 US\$1380 / £897

Introductory Offer till Mar 2012

978-981-4313-79-7 US\$2054

 **World Scientific**
Connecting Great Minds

Preferred Publisher of Leading Thinkers

HIGH-IMPACT

JOURNALS FOR YOUR LIBRARY'S COLLECTION



- Premier Journals in the Fields of Biochemistry and Molecular Biology
 - Mobile Delivery Available for Subscribers
 - Interactive Teaching Tools for Classroom Use

SUBSCRIBE

www.asbmb.org/publications



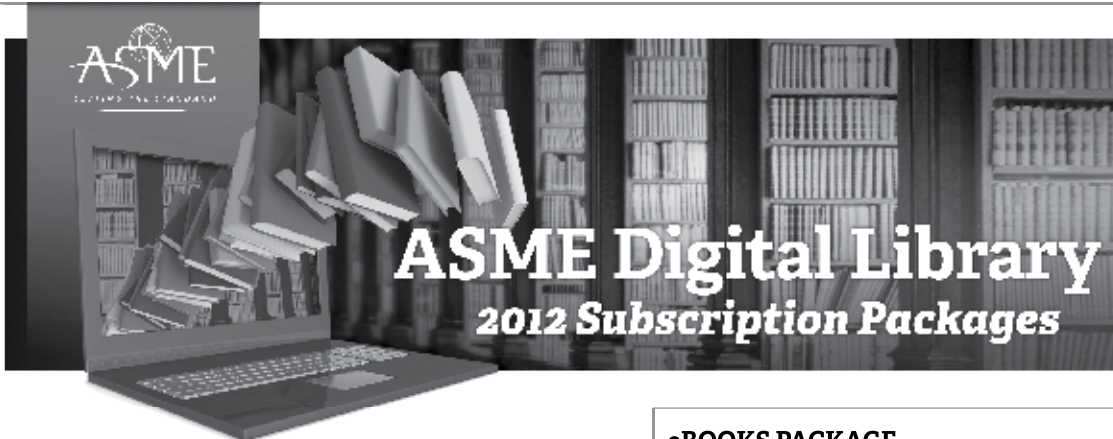
Begell Digital Library on iPad and iPhone



www.dl.begellhouse.com

Computer Sciences, Telecommunications, Radio Physics and Radio Astronomy, Acoustics, Thermodynamics,
Heat and Mass Transfer, Aerodynamics, Hydrodynamics, Fluid and Solid Mechanics, Plasma, Nanotechnology and more...

50 Cross Highway, Redding, CT 06896; tel: (203) 938-1300; fax: (203) 938-1304; e-mail: orders@begellhouse.com



Subscribe now to more ASME journals and conference proceedings for less money with ASME 2012 Subscription Packages

Save up to 25% when you subscribe to all 24 ASME Transactions Journals (Package 1) in print and online.

Save on conference proceedings packages designed for specific areas of interest including engineering technology, energy and power, design, manufacturing and systems engineering, and pressure technology and pipelines.

eBOOKS PACKAGE

Over 100 titles planned for 2012!

Option 1: Annual Subscription

Access to the entire eBook collection
Cost: \$2,500

Option 2: One-time Purchase

Continuous access to the entire eBook collection
Cost: \$12,500

JOURNAL PACKAGES

Package 1: All Transactions Journals

Print: 2012; Online: 2002–2012

Print & Online (U.S.)\$8,744
Print & Online (outside U.S.)\$9,960
Online Only (worldwide)\$7,150

Package 1A: Archives

Online Only Archives, 1970-1999\$6,077

Package 2: All Transactions Journals Plus Applied Mechanics Reviews

Print: 2012; Online: 2002–2012

Print & Online (U.S.)\$9,207
Print & Online (outside U.S.)\$10,453
Online Only (worldwide)\$7,529

Package 2A: Archives

Online Only Archives, 1970-1999\$6,267

CONFERENCE PROCEEDINGS PACKAGES

Package 3: All Current Conference Proceedings

Individual proceedings volumes from 2008–2012
Online Only (worldwide)\$7,571

Package 3A: Archives

Online Only Archives, 2002-2007\$3,785

Package 4: Engineering Technology

More than 20 proceedings volumes from 2008–2012
Online Only (worldwide)\$2,704

Package 4A: Archives

Online Only Archives, 2002-2007\$1,352

Package 5: Energy and Power

More than 30 proceedings volumes from 2008–2012
Online Only (worldwide)\$2,704

Package 5A: Archives

Online Only Archives, 2002-2007\$1,352

Package 6: Design, Manufacturing, and Systems Engineering

Get more than 20 proceedings volumes from 2008–2012
Online Only (worldwide)\$2,704

Package 6A: Archives

Online Only Archives, 2002-2007\$1,352

Package 7: Pressure Technology and Pipelines

Get more than 20 proceedings volumes from 2008–2012
Call or email for specific subject areas.
Online Only (worldwide)\$2,704

Package 7A: Archives

Online Only Archives, 2002-2007\$1,082

COMBO PACKAGES

Package 8: Combination of Journal Package 1 and Conference Proceedings Package 3

Online Only\$12,515

Package 9: Combination of Journal Package 2 and Conference Proceedings Package 3

Online Only\$12,824

To order ASME Subscription Packages, contact Melanie Goldate at 973.244.2223 or goldatem@asme.org



A Leading Resource for Business Education

If you were designing an ebook publishing program, would you:

- ✓ *publish concise, practical books for an under-served audience;*
- ✓ *offer unlimited concurrent use, downloading, and printing;*
- ✓ *allow professors to upload content to course management systems;*
- ✓ *utilize a one-time payment/perpetual access model;*
- ✓ *provide MARC records at no charge;*
- ✓ *generate COUNTER-compliant usage statistics; and*
- ✓ *use SERU instead of a complex license?*

Then you just designed **Business Expert Press**, a new publishing company developed with the input of librarians and business professors. We provide curriculum-based content for the baccalaureate and masters candidate who wants -- needs -- books written by experts who translate real-world business experience into teaching tools.



Please visit with us at the 2011 Charleston Conference!

For more information
or to set up a free trial

Adam Chesler, Director of Library Relations
adam.chesler@businessexpertpress.com

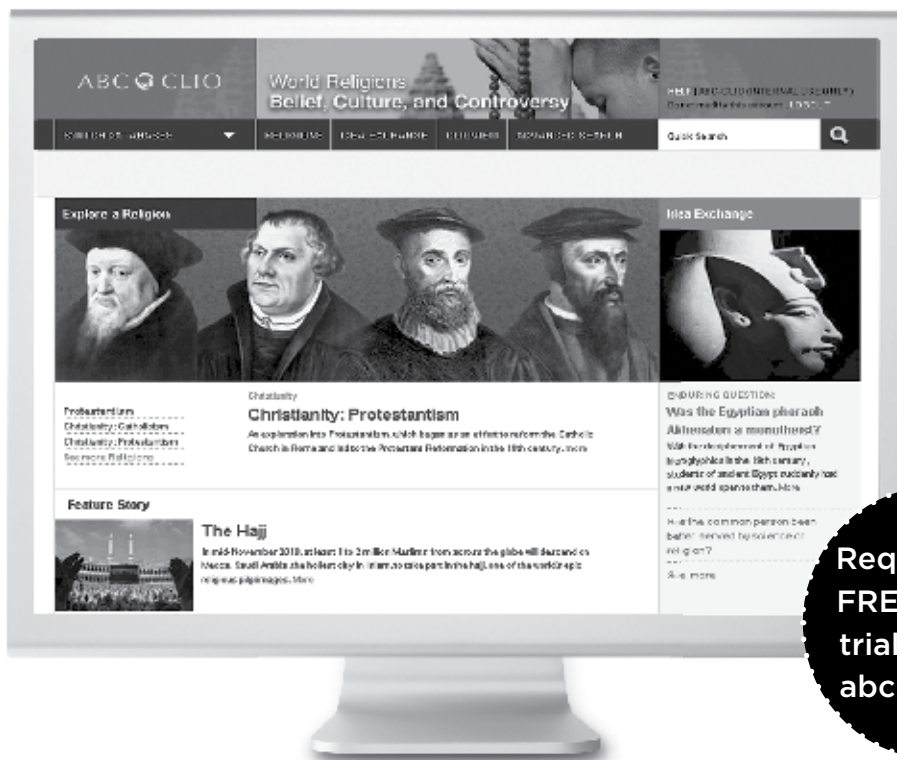
<http://www.businessexpertpress.com/librarians/>

Three Innovative Reference and Research Components ... All Combined into One Powerful Solution

Whether students are researching an assigned topic, learning to support an argument, writing a research paper, or prepping for class discussion and debate, ABC-CLIO's databases deliver a comprehensive solution.

Regularly updated reference entries, comprehensive topic explorations, and essays from leading scholars provide sound analytical and critical thinking for students, and reflect ABC-CLIO's 50+ year award-winning publishing legacy.

Just Released! World Religions: Belief, Culture and Controversy



Request your
FREE 60-day
trial today at
abc-clio.com

1 Authoritative Reference from Leading Scholars

More than 60,000 primary sources—and entries written by leading scholars—including documents, audio, video, maps, images, facts and figures, and more.

2 Resources That Focus Student Research and Understanding

Carefully curated resource collections—help students understand concepts, reinforcing ideas covered in lectures and in the textbook.

3 Multiple Perspectives on Enduring Dilemmas

A growing collection of topical essays commissioned by ABC-CLIO—encourage students to use the skills of analysis and critical thinking to form and support their arguments.

AMERICAN HISTORY • WORLD HISTORY: ANCIENT AND MEDIEVAL ERAS • WORLD HISTORY: THE MODERN ERA
WORLD AT WAR • AMERICAN GOVERNMENT • U.S. GEOGRAPHY • WORLD GEOGRAPHY • POP CULTURE UNIVERSE
ISSUES • THE AFRICAN AMERICAN EXPERIENCE • THE AMERICAN INDIAN EXPERIENCE
THE LATINO AMERICAN EXPERIENCE • DAILY LIFE THROUGH HISTORY • WORLD RELIGIONS



ANNUAL REVIEWS

Global. Mobile. Relevant Research.

Annual Reviews intelligently synthesizes critical literature in the Biomedical, Life, Physical, and Social Sciences, including Economics. Our editors and authors are premier contributors to their fields. Your patrons can rely on **Annual Reviews** to assess the available research and deliver the ideas that matter, to cut out the noise, and to meet their research needs efficiently and in a timely manner.

ANNUAL REVIEWS NOW AVAILABLE ON MOBILE DEVICES!

The Annual Reviews mobile site is the gateway to highly cited research on the go, and provides a personalized browsing, searching, and reading experience optimized for mobile use.

Users can now browse, search, and read full-text content anytime, anywhere on the Annual Reviews mobile site from popular mobile devices. Visit www.annualreviews.org from a mobile device to:

- Browse journals and articles
- Search journals by keyword, author or title
- View abstracts
- Read full-text articles (personal or institutional subscription required)
- Read forthcoming articles (personal or institutional subscription required)
- View and search references and related links

Learn more about our mobile site at: <http://www.annualreviews.org/r/aboutmobile>

SECURE A SITE LICENSE FOR YOUR PATRONS TODAY.

Visit www.annualreviews.org or email: sitelicense@annualreviews.org for more information.

ANNUAL REVIEWS • Guiding Scientists to Essential Research Since 1932

TEL: 800.523.8635 (US/CAN) • TEL: 650.493.4400 • FAX: 650.424.0910 • EMAIL: sitelicense@annualreviews.org



the BOOK HOUSE INC.

Since 1962

*Serving Libraries with **Any Book in Print***

- **firm orders**
- **standing orders**
- **shelf ready processing**
- **electronic ordering and invoicing**
- **online order status**
- **searchable order database**
- **brief MARC record download**
- **non-book fulfillment of video, audio, music**
- **out-of-print service**
- **quick and accurate fulfillment**
- **personal customer service**

Tradition and Innovation Under One Roof



208 W. Chicago St. ~ Jonesville, MI 49250 ~ 800.248.1146
bhinfo@thebookhouse.com

Hard-to-Obtain Books?

Midwest Library Service

Won't Take "No" For An Answer

Publisher buyouts, takeovers, mergers, and distribution changes all have contributed to an industry-wide dysfunction affecting book **order fulfillment**. Inadequate fulfillment is especially felt by the librarians who bear ultimate responsibility for meeting patron demand.

At Midwest, we realize that **accurate and timely** order fulfillment is the benchmark service by which vendors (and librarians) are judged. We do not accept an out-of-print or out-of-stock notice from a US publisher as final proof that the book is not available, having found that inventory is often available in the UK and elsewhere.

By taking the time and effort to research these titles, Midwest has a **superior level of success** in supplying them. Some trade jobbers will often simply relay the publisher's report and cancel such titles.

We do not accept publishers' OP, NOP, and TOS reports without further research to determine their validity. Our **research specialists** are dedicated to locating hard-to-obtain titles.

By diligent research we are able to **locate many book orders** that would otherwise be lost due to publishers' bad reports, inadequate research, or database dead-ends. Our researchers take over the hunt for titles where computers leave off. We will not cancel an order until we determine that a book is truly unavailable.



Contact Midwest and watch your fulfillment level and patron satisfaction improve!



Midwest Library Service

11443 St. Charles Rock Road • Bridgeton, Missouri 63044-2789 • U.S.A.
Phone: 800-325-8833 • 314-739-3100
FAX: 800-962-1009 • 314-739-1326

mail@midwestls.com
www.midwestls.com